



### Upcoming Events

#### Youth in Action: Helping Youth Build a Tobacco Free Future

October 14, 2015

9:00 AM-1:00 PM

[registration](#)

Course ID# 1059116

#### Changing the Norm: Tobacco Free Strategies for Your Community

November 10, 2015

8:30 AM – 4:00 PM

[registration](#)

Course ID# 1059119

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## Raising the Minimum Legal Age to Buy Tobacco

Several states and municipalities have been working towards raising the minimum legal sale age (MLSA) for the purchase of tobacco products to the age of 21. In many states, this would bring the sale of tobacco up to the same age as alcohol. There are a number of reasons for increasing the age, which are outlined below.

Ninety percent of adult smokers first tried cigarettes by the age of 18, and 4 out of 5 became regular daily smokers by the age of 21. Many who try tobacco transition to regular, daily smoking typically into early adulthood, around ages 18-21 years.

Due to nicotine addiction, three out of four adolescent smokers continue using cigarettes into adulthood, even though they planned on quitting a few years after starting to smoke.

A recent study conducted by The Institute of Medicine (IOM) reports that “raising the tobacco sale age will significantly reduce the number of adolescents and young adults who start smoking; reduce smoking-caused deaths; and immediately improve the health of adolescents,

young adults and young mothers who would be deterred from smoking as well as their children.”

The IOM predicts that by increasing the minimum legal sale age to 21, over time the adult smoking rate would decline by about 12%, and smoking-related deaths would decline by 10% nationally. (Meaning there would be 250,000 fewer deaths from smoking among people born between 2000 and 2019.)

Adolescent brains are particularly vulnerable to nicotine and nicotine addiction. An earlier age of initiation is associated with greater levels of nicotine dependence and a greater intensity and persistence to continue to use tobacco into adulthood.

Brain development continues until about the age of 25. Exposure to nicotine may have lasting adverse effects on adolescent and young adult brain development.

Tobacco Companies see the 18-21 year old age group as a primary target population for marketing their products.

**“If a man has never smoked by age 18, the odds are three-to-one. By age 24, the odds are twenty-to-one.”**

*- RJ Reynolds researcher*

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POS display  
Tobacco, snacks,  
candy and cereal



Cessation Center  
next to Tobacco



are in stores, the more likely youth already occasionally smoking will increase their consumption level.

- Tobacco displays trigger cravings in current tobacco users.

- The closer a tobacco user who is trying to quit lives to a tobacco retailer the lower the odds of their success in quitting.

Point of Sale advertising is the displaying and advertising of a product inside, outside, and on the property of retail sales outlets, including advertising on functional items such as counter mats and change cups.

Tobacco Companies spend \$1M per hour to market, advertise and promote tobacco products. POS advertising is used by the tobacco industry to build relationships with retailers: Tobacco companies enter into contracts with tobacco retailers. These contracts provide incentives and payment to secure cooperation for prime product placement and advertising throughout the store and to make tobacco cheaper through discounts and other incentives.

Retailers are encouraged to believe that their businesses will suffer if they do not have

prominent tobacco displays. This has not been found to be true.

Strategies to limit POS tobacco advertising and promotion enhances already established tobacco control efforts such as high tobacco taxes, smoke free policies and youth access laws.

Types of POS strategies include:

- Reducing the number, location, density and types of tobacco retail outlets
- Increasing the cost of tobacco products through non-tax approaches
- Implementing prevention and cessation messaging
- Restricting POS advertising and product placement

#### REDUCING RETAIL OUTLETS

Zoning requirements are used by local communities to regulate activities allowed in certain areas such as residential and agricultural zones. (An example is areas zoned for residential use may prohibit firearms dealers or adult entertainment venues from operating within its borders.)

Zoning requirements can require tobacco retailers to conduct business only within specific zones and under certain conditions by restricting them from conducting tobacco product sales where it is not appropriate, such as in a residential area or near places youth visit. Zoning can also limit the number of retailers by prohibiting new

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## Effective Point of Sale Policy

Exposure to tobacco advertising increases the likelihood that youth will start to use tobacco, increases cravings among current tobacco users, and prompts impulse buying of tobacco products even if the tobacco user is trying to quit.

Retail establishments are an important venue to focus Point of Sales (POS) tobacco policy strategies since this is where tobacco enters our community.

“Point of Sale” refers to the venue at which a product or service is sold. The Tobacco Industry focuses most of their marketing efforts (more than 90% of their advertising dollars) at the point of sale.

Research shows:

- Exposure to cigarette advertising increases the likelihood that youth will start to smoke.
- The higher the density of tobacco retailers near schools, the higher the youth prevalence rate.
- The more promotions there

Exposure to POS tobacco advertising, including product display, influences youth smoking, increases impulse tobacco purchases and undermines quitting attempts.



Hawaii – The first state to increase the legal age to purchase tobacco products to 21.

Minnesota- Minneapolis City is restricting the sale of flavored tobacco products to adult-only tobacco shops and has set a minimum price of \$2.60 for cigars. Since flavored tobacco products and low prices often attract younger smokers, these restrictions could discourage youth from using tobacco products. [Full story](#)

Beijing- Implemented a new law making all public places, workplaces and public transportation smoke free as well as prohibiting most forms of tobacco advertising, promotion and sponsorship in the city. [Full story](#)

Walt Disney Company has become the first major Hollywood Studio to limit cigarette depictions to films they produce with an R rating.

## Engaging Youth in Tobacco Control

Young people play a vital role in creating change in their local communities and statewide. They bring energy to activities, challenge the conventional attitudes that limit adult thinking, grab the attention of policy makers and media, and have credibility with their peers and community members. They are a main target of tobacco companies and as such can be a powerful voice in exposing the Industry's tactics and undermining their efforts.

For this reason, we are excited that funding made available from the Tobacco and Health Trust Fund has been put into implementing CDC's Best Practices in Tobacco Control including community interventions. Activities in this category encouraged to be implemented by CDC include mobilizing communities to develop partnerships and coalitions, educate on evidence-based policy change, address disparities, and monitor pro-tobacco influences to facilitate public discussion.

As we develop more youth-led activities, we are offering a workshop on October 14th that will provide suggestions for adult leaders on how to recruit and engage youth, develop their skills and get them involved in community activities. A few areas to be included in the programming are described below.

### RECRUITING

Youth have a powerful voice, but how do we engage them to



use it? By using creativity and being persistent.

If you already are working with a core group of youth, have them agree to lead the recruiting effort. If you are starting from scratch, establish relationships with some youth organizations to help recruit through social networks. Peer-to-peer recruiting works the best.

### YOUTH AND ADULT ROLES

Roles should be defined and a collaboration between youth and adults established. Adults should have enough input so that efforts are organized and intentional but youth should be the force behind the activities.

Adults can provide a range of choices so that each young person can choose the level of involvement that works for them. This helps establish ownership for the project, become true partners and agents for change.

### YOUTH LED ACTIVITIES

Young people can help support tobacco control efforts by participating in policy and media advocacy, forming community linkages and by resisting and fighting pro-tobacco influences.

To be effective tobacco control advocates youth (and the adults working with them)

should be trained on tobacco use statistics, media literacy, be informed about tobacco control policy issues, and practice how to approach and influence local policy makers, business owners and community members.

Youth can write letters to legislators, attend school board meetings to promote tobacco free campus policies, promote policies restricting retail advertising, collect signatures for petitions, meet with legislators and rally at the state capitol, and engage people about policies on social media networks.

**Community Linkages** can be used to support tobacco control efforts. Forming partnerships with local organizations that share common public health concerns and interests strengthens efforts and can assist with resources.

For more information about Engaging Youth in Policy, join us at our Youth in Action Forum on October 14, 2015 Go to [www.cttrain.org](http://www.cttrain.org) for registration. Course ID #1059116

Information from *CDC's Best Practice User Guide: Youth Engagement* and Legacy's *Youth Activism in Tobacco Control : A Toolkit for Action*



## Tobacco Free Learning

During the Spring and Summer of 2015, the University of New Haven and Southern Connecticut State University implemented Tobacco Free Policies for their entire campus, joining six other Connecticut and 1,577 nationwide colleges and universities.

Tobacco use is very common in college students with 1 in 3 using some form of tobacco. Tobacco free policies on campuses promote

a healthy school environment by protecting the community from exposure to tobacco smoke, assisting in quitting, and establishing social norms that tobacco use is not an acceptable behavior.

Congratulations to both UNH and SCSU on going tobacco free and taking steps towards protecting and improving the health of your school community!

For information and assistance to go tobacco free on your campus, contact the Tobacco Program at [DPHtobacco@ct.gov](mailto:DPHtobacco@ct.gov) and view the [Living and Learning Tobacco Free toolkit](#).

## Interactive Tobacco Prevention Training for Connecticut Retailers

An interactive merchant training, “Tobacco Sales: Do the Right Thing,” focuses on the prevention of tobacco sales to minors. This is helping retailers across Connecticut learn more about the legal responsibilities and liabilities of selling tobacco in Connecticut. This training, funded by the Department of Mental Health and Addiction Services (DMHAS), is available to merchants as an education and prevention tool, and also will be used to further strengthen merchant compliance, following the passage of CT PA 12-72, which states that “retailers who fail a tobacco compliance inspection are required to complete an ongoing tobacco sales training.” The law went into effect on October 1, 2014.

“Tobacco Sales: Do the Right

Thing” is a role-play simulation training where front-line retail staff interact with customers and practice strategies on asking for and properly checking identification, dealing with an angry customer, refusing the sale of single cigarettes, coping with peer pressure and provide the responsible sale of tobacco products (and now electronic cigarettes) to adults. The training also provides information about the health implications associated with tobacco use.

Nearly 400 individuals from Big Y World Class Supermarket have recently participated in this online training, demonstrating Big Y’s commitment to providing proactive tobacco sales education and training to its employees. Big Y is an active collaborative partner in the statewide Connecticut Tobacco Merchant Education Steering

## Knocking Tobacco Out of the Park

Major League Baseball players and other athletes are role models for youth. When these athletes use tobacco products, their young fans who look up to them are much more likely to use tobacco as well.

In 2012, new regulations banned Major League Baseball players, managers and coaches from carrying tobacco in their uniforms or on their bodies at games, or any time that fans are in the ballpark.

Now there is a new push by some City lawmakers to do more to protect youth by taking tobacco completely out of baseball. San Francisco, Los Angeles and Boston all recently passed ordinances to prohibit tobacco use by players and fans in their baseball venues and athletic stadiums

For more information, see [www.tobaccofreebaseball.org](http://www.tobaccofreebaseball.org)

Committee administered by Wheeler Clinic with funding from DMHAS, and a strong supporter of this interactive training for its employees.

Contact Gregory Carver with DMHAS at [gregory.carver@ct.gov](mailto:gregory.carver@ct.gov) to learn more.

### Fact:

Each year, 600 million trees are cut down to make cigarettes— 1 tree for every 300 cigarettes made.

## Raising the MLSA...continued from Page 1

In their own internal documents, companies understand this is a transitional time for their lifetime (finishing high school, heading to college, leaving home, starting to work or entering the military) and as such is a critical time

period during which tobacco addiction is solidified, consumption increases and brand loyalty is created. If they don't capture new users by their early 20's, it is unlikely they ever will.

Young adult smokers (18 to 21) serve as a social source of tobacco

products for youth. By raising the legal sale age to 21, it increases the age gap between the adolescents initiating tobacco use and those who can legally provide the products to them.

Delaying the age of first experimentation and initiation can reduce the risk that adolescents transition to

becoming regular or daily tobacco users and increases their chances of successfully quitting if they do become regular users.

Raising the MLSA will create less ambiguity for sales clerks

Most adults favor making 21 the minimum age of sale for tobacco products



selling tobacco products. With the legal age currently set at 18, teens who look older than 16 have a higher success rate in purchasing tobacco products. However, if the legal age is raised to 21, the same legal age to purchase alcohol, ID checks become streamlined and less burdensome for retailers.

Lessons learned from increasing the minimum drinking age to 21 support increasing the tobacco use age to 21. Raising the minimum drinking age to 21 is associated with reduced alcohol consumption among youth and

young adults. Individuals under 21 drink less and continue to drink less through their early twenties.

As of June 2015, 84 cities have raised the MLSA to 21. Effective January 2016, Hawaii will be the first state to have raised the MLSA to

21. Other states have increased the age to 19.

Increasing the minimum age to purchase and possess tobacco products to 21 complements strategies already in place such as high tobacco taxes, smoke-free laws and cessation programs to reduce youth tobacco use and to help users quit.

## NEW CT TOBACCO LEGISLATION

As of October 1, 2015 using e-cigarettes and vapor pens is prohibited where smoking is prohibited.

As of October 1, 2015 the Connecticut state cigarette excise tax will increase by 25 cents to become \$3.65 and on July 1, 2016 the excise tax will increase by another 25 cents to \$3.90.

As of January 1, 2016 sellers and manufacturers of electronic nicotine delivery systems must obtain an annual registration to mix, compound, distribute and sell e-cigarettes and vapor pens.

## CT Municipalities with Tobacco/Smoke Free Recreational Areas

City of Groton	Harwinton	Putnam
Colchester	Killingly	Southington
Columbia	Madison	Stonington
East Lyme	Milford	Tolland
Ellington	Montville	Wallingford
Guilford	New Haven	Windham
	New London	

If you know of others, please let us know!



**Tobacco Times** is a publication of the Connecticut Department of Public Health

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## POS Strategies... Continued

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stores from opening in particular zones. Hookah and vapor lounges can also be included in zoning.

### NON-TAX COST INCREASES

When price cuts are offered and advertised where tobacco products are sold, sales increase by 30%. Prohibiting price discounting such as cents-off, coupon redemption, buy-one-get-one-free deals and multi-pack discounts could reduce tobacco use. Low income tobacco users and youth are most price-sensitive. Increasing the cost of tobacco and making the products less affordable can decrease smoking rates and reduce tobacco-related health disparities.

### IMPLEMENTING MESSAGING

Using prevention and cessation messaging in establishments where tobacco products are sold and consumed raises awareness of the health concerns and encourages quit attempts as well as providing information on cessation services.

## House Calls...



...Or office calls. The DPH

Tobacco Program teamed up with the MATCH Coalition this Spring

Prevention and cessation signage can be required to be posted in all establishments selling tobacco products and where tobacco is consumed such as hookah, cigar and vaping lounges.

### RESTRICTING ADVERTISING AND PLACEMENT

POS advertising is linked to favorable attitudes in youth toward tobacco use as well as negatively affecting established tobacco users by encouraging impulse tobacco purchases and undermining quit attempts.

Implementing content-neutral advertising policies is one strategy that would assist in reducing the amount of detrimental advertising.

Another strategy is to limit placement of outdoor advertising on stores or store property within a certain distance from locations that youth visit, such as schools, playgrounds or parks.

Youth exposure to tobacco product displays is linked to initiation and experimentation with tobacco use. Voluntary

policies by stores that restrict the visibility of products can assist in reducing tobacco use. An example of this is placing all tobacco products behind screens or under the counter so they are out of sight.

It is important to remember that when working on POS strategies, partners need to be aware of potential obstacles they may encounter such as legal, economic, and political. The tobacco industry and retailers may use existing laws as grounds to challenge strategies. Obtain legal assistance to help with policy language.

Voluntary policies do not usually have the same obstacles or legal challenges that ordinances have, but can be more difficult to enforce.

For more information about POS strategies, join us at our Policy Forum on November 10, 2015. Go to [www.cttrain.org](http://www.cttrain.org) to register. Course ID# 1059119

Information from "Point of Sale Strategies: A Tobacco Control Guide" from Center for Public Health Systems Science, George Warren Brown School of Social Work and Tobacco Control Legal Consortium Point of Sales Display of Tobacco Products Centre for Tobacco Control Research University of Stirling

and Summer to go to health care offices throughout CT with materials to assist health care providers with tobacco use screening, referral and insurance billing information. Kits included health care provider and patient materials,

posters and referral forms for the CT Quitline. The CT Quitline has seen an increase in fax referrals as well as additional calls.

To submit articles, announcements and events contact

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